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CLAIMS

1. A screening method for active ingredients which exhibit effects of ameliorating pruritus, rough skin or sensitive skin, or effects of skin whitening, by  
5 inhibiting production and/or release of stem cell factor (hereinafter, SCF), the method being characterized by comprising the steps of contacting SCF-expressing cells with test ingredients, assaying the amount of SCF  
10 produced and/or released by said cells, and selecting test ingredients which reduce the amount of production and/or release of SCF as said active ingredients, wherein said SCF-expressing cells are subjected to stimulation to promote SCF production and/or release.

2. The screening method according to claim 1,  
15 wherein said stimulation is drying stimulation, ultraviolet irradiation stimulation or chemical stimulation.

3. The screening method according to claim 1 or 2, wherein said SCF-expressing cells are contacted with said  
20 test ingredients, after which said cells are subjected to stimulation, and then the amount of SCF produced and/or released by said cells is assayed to select said active ingredients.

4. A skin external preparation which inhibits SCF  
25 production and/or release, which comprises one or more ingredients selected from the group consisting of rose extract rose water, camellia sinensis leaf extract, hops extract, hawthorn extract, adzuki bean powder, white birch extract, cinnamon extract, clove extract, arnica  
30 extract, peony extract, lime, chlorella extract, Roman chamomile extract, black tea extract, eucalyptus extract, powdered cang zhu extract, powdered bai zhu extract, powdered oolong tea extract, restharrow extract, uncaria gambir extract, grape leaf extract, saposnikovia root  
35 extract, mulberry bark extract, parietaria extract, benzoin extract, stevia extract, cypress extract, calamus extract, soybean extract, Chinese cat's claw extract,

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soapwort extract, althaea extract, otogiriso (*Hypericum erectum*) extract and artemisia extract.

5. A skin external preparation for pruritus which comprises an ingredient which inhibits production and/or release of SCF as a pruritus-ameliorating active ingredient.

6. The skin external preparation for pruritus according to claim 5, wherein said pruritus-ameliorating active ingredient includes at least one selected from the group consisting of hops extract, hawthorn extract, adzuki bean powder, clove extract, Roman chamomile extract, black tea extract, eucalyptus extract, powdered kang zhu extract, powdered bai zhu extract, powdered oolong tea extract, restharrow extract, saposchnikovia root extract, parietaria extract, benzoin extract, stevia extract, calamus extract, Chinese cat's claw extract, soapwort extract, althaea extract and otogiriso (*Hypericum erectum*) extract.

7. A skin external preparation for rough skin prevention which comprises an ingredient which inhibits production and/or release of SCF as a rough skin-preventing active ingredient.

8. The skin external preparation for rough skin prevention according to claim 7, wherein said rough skin-preventing active ingredient includes at least one selected from the group consisting of hawthorn extract, powdered kang zhu extract, powdered bai zhu extract, restharrow extract, mulberry bark extract, parietaria extract, benzoin extract, stevia extract, cypress extract, calamus extract, Chinese cat's claw extract, soapwort extract and althaea extract.

9. A skin external preparation for sensitive skin which comprises an ingredient which inhibits production and/or release of SCF as a sensitive skin-ameliorating active ingredient.

10. The skin external preparation for sensitive skin according to claim 9, wherein said sensitive skin-

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ameliorating active ingredient includes at least one selected from the group consisting of rose extract rose water, camellia sinensis leaf extract, hops extract, hawthorn extract, adzuki bean powder, white birch  
5 extract, cinnamon extract, clove extract, chlorella extract, black tea extract, eucalyptus extract, powdered kang zhu extract, powdered bai zhu extract, powdered oolong tea extract, restharrow extract, uncaria gambir extract, grape leaf extract, saposchnikovia root extract,  
10 mulberry bark extract, parietaria extract, benzoin extract, stevia extract, cypress extract, calamus extract, soybean extract, Chinese cat's claw extract, soapwort extract, althaea extract, otogiriso (*Hypericum erectum*) extract and artemisia extract.

15 11. A skin external preparation for skin whitening which comprises an ingredient which inhibits production and/or release of SCF as a skin whitening active ingredient.

20 12. The skin external preparation for skin whitening according to claim 11, wherein said skin whitening active ingredient includes one or more selected from the group consisting of rose extract rose water, restharrow extract, uncaria gambir extract, parietaria extract, benzoin extract, soapwort extract, chlorella  
25 extract and eucalyptus extract.

13. A method for ameliorating pruritus, rough skin or sensitive skin or whitening skin, which comprises applying human or mammalian epidermis with an active ingredient which exhibits an effect of ameliorating  
30 pruritus, rough skin or sensitive skin, or an effect of skin whitening, by inhibiting production and/or release of SCF.

14. A medicament comprising an ingredient which inhibits SCF expressed inside or on the cell membranes of  
35 cornified cells in response to ultraviolet ray stimulation.

15. The medicament according to claim 14, wherein

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said ingredient is at least one selected from the group consisting of rose extract rose water, camellia sinensis leaf extract, hops extract, hawthorn extract, adzuki bean powder, white birch extract, cinnamon extract, clove  
5 extract, arnica extract, peony extract, lime, chlorella extract, Roman chamomile extract, black tea extract, eucalyptus extract, powdered cang zhu extract, powdered bai zhu extract, powdered oolong tea extract, restharrow extract, uncaria gambir extract, grape leaf extract,  
10 saposhnikovia root extract, mulberry bark extract, parietaria extract, benzoin extract, stevia extract, cypress extract, calamus extract, soybean extract, Chinese cat's claw extract, soapwort extract, althaea extract, otogiriso (*Hypericum erectum*) extract and  
15 artemisia extract.

16. The medicament according to claim 14, wherein the ingredient is adzuki bean powder, arnica extract, restharrow extract or benzoin extract.